

Exploring School-Based Social Media Efforts

One of the best ways to build confidence in your own social media communication plan is to explore the efforts of other schools. This handout can help you to track your reactions while exploring the social media efforts of some selected schools and principals. You may find and track others as well.

School	Social Media Tool	Web Address
Conrad Ball Middle School Loveland, Colorado Scott Elias, principal	Twitter	http://twitter.com/scottelias
Hamilton Elementary School Chicago, Illinois James Gray, principal	Twitter	http://twitter.com/HamiltonCPS
John F. Kennedy Middle School Atlanta, Georgia Lucious Brown, principal	Twitter	http://twitter.com/johnfkennedymys
Lady's Island Middle School Beaufort, South Carolina Martin Wright, principal	Facebook	http://bit.ly/limiddle
New Milford High School New Milford, New Jersey Eric Sheninger, principal	Twitter Twitter Facebook	http://twitter.com/newmilfordhs http://twitter.com/NMHS_Principal http://bit.ly/newmilfordhs
Peace River Elementary School Port Charlotte, Florida Bertie Alvarez, principal	Facebook	http://bit.ly/peaceriveres
Willard East Elementary Willard, Missouri Melinda Miller, principal	Twitter	http://twitter.com/mmiller7571

Name and location of school:

Messaging Content	Messaging Engagement	Responsiveness
<p>What types of messages is this school sharing in social media? (Check all that apply.)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Calendar reminders <input type="checkbox"/> Celebrations <input type="checkbox"/> Helpful resources <input type="checkbox"/> Decisions and details <input type="checkbox"/> Emergency updates <p>Which messages seem to be shared most often? Which do you think stakeholders find the most valuable?</p>	<p>How is this school crafting messages that will catch the attention of its audiences? (Check all that apply.)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sharing links to photos <input type="checkbox"/> Sharing links to videos <input type="checkbox"/> Sharing links to valuable resources <input type="checkbox"/> Posting content in real time <input type="checkbox"/> Providing opportunities for audiences to interact and respond to school messages <p>Is the content this school is sharing more or less engaging than the content you're currently sharing with your stakeholders? Why? Why not?</p>	<p>What evidence of two-way communication can you find in this school's social media efforts? (Check all that apply.)</p> <ul style="list-style-type: none"> <input type="checkbox"/> School explicitly asks for input from stakeholders on important topics. <input type="checkbox"/> Stakeholders have the ability to respond to every message. <input type="checkbox"/> School responds to every message that a stakeholder posts. <input type="checkbox"/> Dissenting opinions are respected in two-way interactions between school and stakeholders. <input type="checkbox"/> Stakeholders are comfortable enough to respond to one another's questions and concerns in social media forums.

Reflections

What was impressive about the communication patterns of this school? What would you replicate in your own school?

Was there anything in the communication patterns of this school that left you concerned? Intimidated? Why?

What kinds of practical action steps would you have to take if you wanted to start similar communication patterns in your own school? Would new tools be needed? New training? New permissions?